

The Indiana Human Trafficking Initiative for Super Bowl



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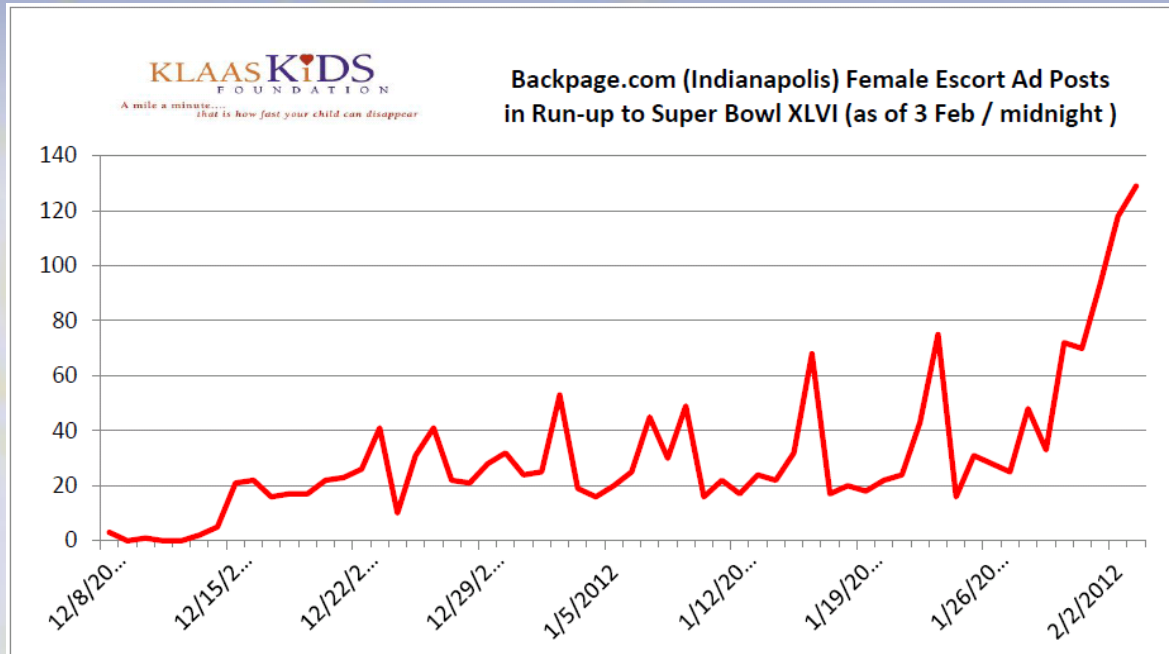
IPATH
INDIANA PROTECTION FOR
ABUSED AND TRAFFICKED HUMANS
Task Force

A Growing Problem Here at Home

- **100,000 to 300,000 U.S. children** are victims of commercial sexual trafficking each year, according to the National Center for Missing and Exploited Children. ⁽¹⁾
 - **12-14 is the average age** of entry into commercial sex in the U.S. ⁽²⁾
 - **83%** of minor sex trafficking victims found in the United States are U.S. citizens. ⁽³⁾
- **Roughly 2,537 trafficking investigations** were opened by the Department of Justice Anti-Trafficking Task Forces between 2008 and 2012
 - **392** cases were in the Midwest
 - **73** opened by Indiana law enforcement and **53** by Indiana service providers

Human Trafficking & Super Bowl 2012

Significant increase in Backpage escort ads leading up to the 2012 Super Bowl. ⁽¹⁾



Advertised on Indianapolis Backpage February 2nd. ⁽²⁾

68 commercial sex arrests were made before and on the 2012 Super Bowl ⁽³⁾

2 human trafficking victims were identified ⁽³⁾

2 other potential human trafficking victims were identified ⁽³⁾

Human Trafficking & Super Bowl 2012

In addition to helping distribute the materials listed below, task force efforts also involved over **270 Indiana volunteers** to distribute more than **43,870** other human trafficking materials. ⁽¹⁾

SOAP project distributing over 40,000 bars of soap with the Hotline Number

7,700 “Don’t Buy the Lie” stickers

600 Hospitality Red Flags sheets distributed

960 Missing Children booklets (**250** digital copies also sent)

Developing a Human Trafficking Initiative

- Preparing for the Initiative
 1. Establish a coalition
 2. Complete a problem analysis
 3. Identify resources and Opportunities
 4. Utilize Large Events and Media
- Outreach/Public Awareness
- Training
- Victim Services
- Legislative
- Law Enforcement

Preparing for the Human Trafficking Initiative

Establish or join a coalition/task force.

Partners should include:

1. Service providers, law enforcement, educators, and policy makers
2. Entities with human trafficking experience
3. Groups that serve immigrant populations and those dealing with issues of sexual assault/abuse, domestic violence, substance abuse, organized crime
4. Faith-based and community groups, government agencies, individuals, and the media

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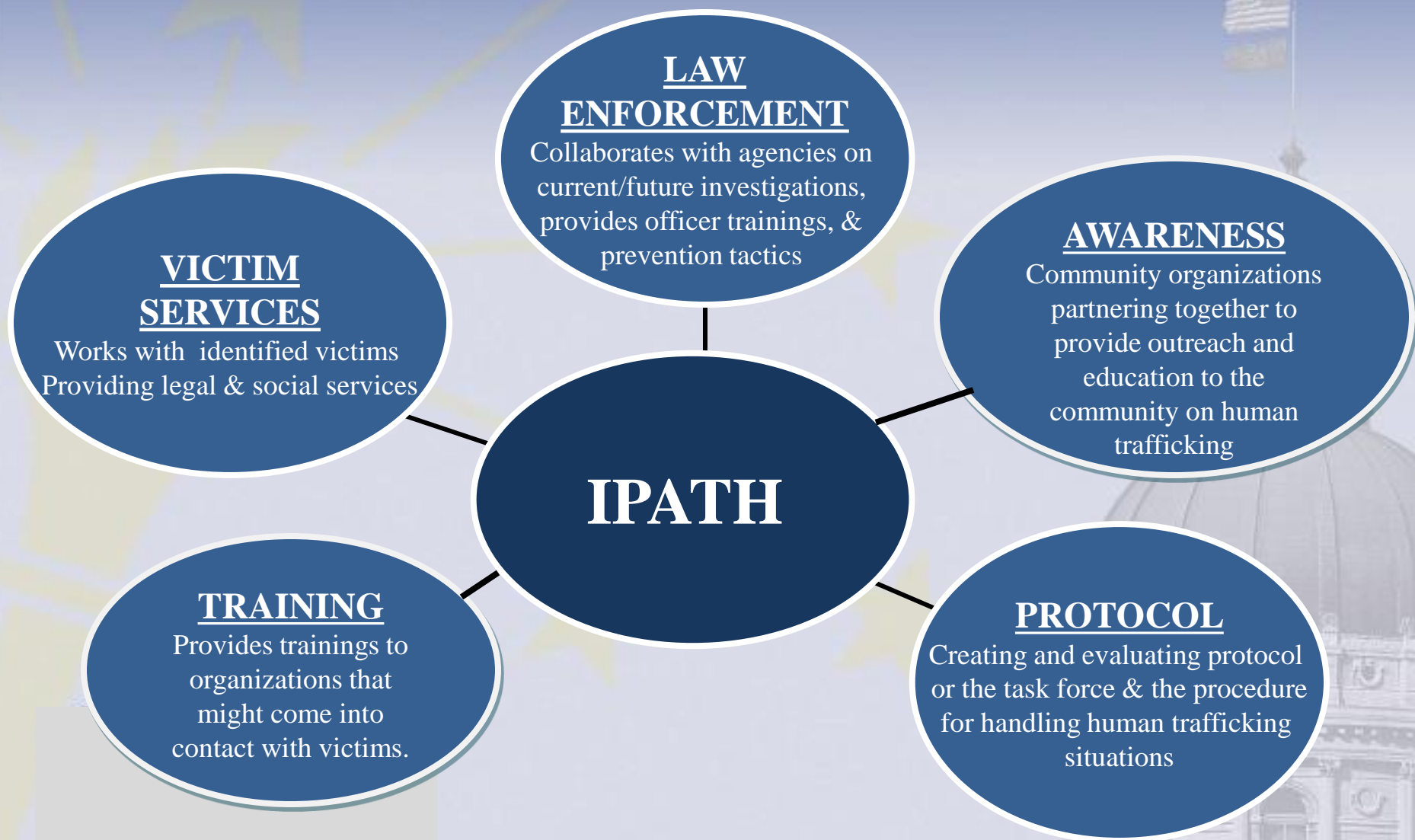
Indiana Protection for Abused and Trafficked Humans Task Force

**Department of Justice Task Force
2005 to Present**

Task Force Partnering Agencies & Organizations:

U.S. Attorney's Office, Indiana Attorney General's Office, FBI, Indianapolis Metropolitan Police Department, Marion County Prosecutor's Office, Homeland Security, Department of Labor, Department of Child Services, The Julian Center, Exodus Refugee Center, Neighborhood Christian Legal Clinic, Crime Control Research, Kramer & Co.

A Collaborative Victim-Centered Approach



Preparing for the Human Trafficking Initiative

Complete a problem analysis.

Coordinate with existing local task force, service providers & law enforcement.

1. Which aspects of trafficking are most relevant?
2. What are the local gaps in service?

Preparing for the Human Trafficking Initiative

Identify resources and opportunities.

1. Partner with organizations engaged in similar efforts.
2. Determine what resources are available.
3. Develop fundraising plans.

Preparing for the Human Trafficking Initiative

Utilize large events and media.

1. Use attention and community interest in large events.
2. Designate a P.R. representative and instruct non-designees not to speak with the press.
3. Partner with local celebrities and political office holders.

Examples of media outreach

- Leading up to Super Bowl, contact media outlets and educate them on the danger of human trafficking related to Super Bowl and other large sporting events.
- Take advantage of each step in the legislative process
- Launch an Anti-Demand or other public awareness initiative; “Don’t Buy the Lie” campaign with Pledge signing with Colts players

Outreach and Public Awareness Initiatives

Outreach and awareness goals

Provide basic information on the issue so that your audience:

1. Is aware that a problem exists.
2. Acquires general knowledge about the issue.
3. Understands how the issue relates to them.
4. Knows how to report a suspected incident.

**Provide the national human trafficking hotline
number: 1-888-3737-888
or send a text to BeFree (233733)**

Outreach and Public Awareness Initiatives

1. Utilize/adopt existing materials: e.g.,
<http://www.in.gov/attorneygeneral/humantrafficking/>
2. Select your target audience.
3. Anti-demand initiative: raise awareness about the role of demand in sex trafficking and the consequences of participating in commercial sex.
4. Outreach tools may include posters, flyers, soap distribution, social media, “shoe cards,” etc.

Outreach and Public Awareness Initiatives

Use volunteers effectively.

1. Provide training on human trafficking facts and importance of not speaking to the press unless they are a task force designee.
2. Assign specific and appropriate tasks, such as distribution of materials and labeling of SOAP

Example of an Outreach Initiative

Super Bowl 2012

Studies have shown that there is an increase in the demand for commercial sex services surrounding large sporting events or conventions such as the *Super Bowl*, *World Series*, etc.

IPATH anti-trafficking outreach efforts for Super Bowl 2012 ⁽¹⁾

- **3,397** people received human trafficking training (*approximately*).
- **18,727** materials were distributed to raise awareness about human trafficking and equip people to respond to potential trafficking situations
- **48** community outreach/public awareness activities were held.
- **45** activities were held that involved passing out brochures.
 - Other methods of raising awareness included radio broadcasts, TV public service announcements, and billboards.

Training Initiatives

1. Target potential first responders and those likely to encounter victims.
2. Topics can include: local, regional and national statistics, federal and state human trafficking law, indicators of human trafficking, vulnerability factors for potential victims.
3. Use and/or adapt existing power points, red flag documents, and other fact sheets.

Victim Services Initiatives

1. Identify and address service gaps.
2. Consider legislative and administrative changes to address gaps.
3. Identify funding and resources.

Legislative Initiatives

Legislative Initiatives

1. Work with national experts (Shared Hope International, Polaris Project) and local experts (prosecutors and state agencies) to identify gaps in state legislation.
2. Propose and support amendments to strengthen Human Trafficking law.

Law Enforcement Initiatives

Law Enforcement

1. Training: victim identification, victim-centered trauma-informed investigations, state and federal human trafficking laws, scope of problem
2. Enforce laws that reduce demand.
3. Encourage proactive investigations/reverse sting operations and online reverse sting operations.
4. Support anti-demand efforts (John Schools, shaming techniques).
5. Work with national groups to help strengthen local law enforcement resources, i.e. “Tackle the Trafficker” Team.

Contact and Resources: Office of the Indiana Attorney General

Toolkit for local initiatives and many other
resources available at:

<http://www.in.gov/attorneygeneral/humantrafficking/>

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